

Message Text

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PAGE 01 SEOUL 00709 261438Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----028112 261524Z /43

P R 260850Z JAN 78
FM AMEMBASSY SEOUL
TO SECSTATE WASHDC PRIORITY 8951
INFO USDOC WASHDC PRIORITY
AMEMBASSY TOKYO

UNCLAS SEOUL 0709

E.O. 11652: N/A
TAGS: BBSR, KS
SUBJ: MARKET RESEARCH; SECTORAL SURVEY OF THE KOREAN ECONOMY;
BID SUBMISSION

REF: STATE 271910; USDOC 23790 AND PREVIOUS
FOR COMMERCE/OIM/ATTN: J. WHELAN/ROOM 1204

SUMMARY: THE FOLLOWING FIVE FIRMS WERE INVITED TO BID
ON SUBJECT SECTORAL STUDY: PRICE WATERHOUSE AND QO.,
AHN, KWON AND CO., ASI MARKET RESEARCH (KOREA), ARTHUR
YOUNG AND CO., AND PEAT, MARWICK, MITCHELL. AT THE
EARLY STAGES OF BID DISCUSSIONS ALL BUT THE LAST EXPRESSED
INTEREST. AFTER REVIEWING THE SPECIFICATIONS, HOWEVER,
ONLY TWO SUBMITTED PROPOSALS. END SUMMARY.
SEPARATE PRE-BID ORIENTAION MEETINGS WERE HELD ON
NOVEMBER 14 AND 15, 1977, WITH EACH OF THE FOUR FIRMS
WHICH EXPRESSED INTEREST IN THE EARLY STAGES; INVITATIONS
TO BID AND SPECS WERE DISTRIBUTED TO THESE FIRMS ON
NOVEMBER 17. HOWEVER, ONLY TWO FIRMS, ASI MARKET
RESEARCH INC., (JAPAN), AND AHN, KWON AND CO., SUBMITTED
PROPOSAL TO EMBASSY BEFORE DEADLINE OF JANUARY 20.
SUMMARY OF BIDS RECEIVED FOLLOWS:

(A) ASI MARKET RESEARCH IN. (JAPAN), THROUGH ITS SEOUL
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OFFICE, ASI MARKET RESEARCH INC.(KOREA), BID U.S. \$43,800.
KEY EXECUTIVES OF THE PROPOSED PROJECT TEAM CONSIST OF
WILLIAM P.J. HALL, PROJECT DIRECTOR/EDITORIAL SPECIALIST,
RONALD M. FINNE, CONTRACTOR'S PROJECT MANAGER, OF ZSI MARKET
RESEARCH OF JAPAN, YOUNG HAN KIM, SENIOR KOREAN CONSULTANT,
TAE-YEUN CHEONG, KOREA FIELD CONTROLLER/MANAGER OF ASI
MARKET RESEARCH (KOREA). ASI HAS CONDUCTED MANY STUDIES

IN THE KOREAN MARKET, INCLUDING:(1) TYPEWRITERS, (2) OPTICAL INSTRUMENTS AND PHOTOGRAPHIC EQUIPMENT, (3) HERBICIDES; THE FIRM HAS ALSO CONDUCTED 11 STUDIES IN JAPAN AND OTHER ASIAN AREAS.

(B) AHN, KWON AND CO. BID U.S. \$45,000. AHN, KWON AND CO., CERTIFIED PUBLIC ACCOUNTANTS, IS A MEMBER OF THE SGV GROUP OF THE PHILIPPINES, A CONSULTING AND AUDITING FIRM OPERATING IN EIGHT COUNTRIES IN ASIA. THE FIRM PROPOSES TO USE 14 RESEARCHERS FOR THIS PROJECT. THE SGV GROUP HAS CONDUCTED 18 STUDIES, INCLUDING 5 FOR THE U.S. GOVERNMENT. THEMES INCLUDED INDONESIAN MARKET FOR AGRICULTURAL MACHINERY, COMPRESSORS, PUMPS AND RELATED EQUIPMENT FOR U.S. DEPARTMENT OF COMMERCE, THE PHILIPPINE MARKET FOR BULK STORAGE AND HANDLING FACILITIES FOR GRAINS, AND THE INDONESIAN MARKET FOR AGRICULTURAL IMPLEMENTS FOR U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT (AID).
POST COMMENTS: BOTH FIRMS APPEAR TO BE CAPABLE OF PERFORMING THE SECTORAL SURVEY FOR KOREA. SINCE ONE OF OUR PRIMARY INTERESTS IS IN DEVELOPING A POOL OF EXPERIENCED LOCAL RESEARCH FIRMS FOR FUTURE PROJECTS, WE TEND TO FAVOR THE LOWER BIDDER, ASI MARKET RESEARCH (KOREA). THIS COMPANY WOULD FEEL COMFORTABLE WITH REGULAR COMMERCE SPONSORED RESEARCH, WHEREAS AHN, KWON AND CO. IS ORIENTED TOWARDS LARGER, MORE EXPENSIVE PROJECTS. THE SECTORAL SURVEY IS LARGE ENOUGH TO BE OF INTEREST TO THEM,
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WHICH MIGHT NOT BE THE CASE WITH SMALLER PROJECTS IN THE UNDER \$10,000 RANGE.
ONE COPY OF EACH BID PROPOSAL HAS BEEN FORWARDED TO TOKYO/KLINE AND USDOC VIA APO.
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Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jan 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978SEOUL00709
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780039-0026
Format: TEL
From: SEOUL
Handling Restrictions:
Image Path:
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Legacy Key: link1978/newtext/t19780119/aaaaaptv.tel
Line Count: 99
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 333809e0-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: ONLY
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: ONLY
Reference: 78 STATE 271910
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 07 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3708131
Secure: OPEN
Status: NATIVE
Subject: MARKET RESEARCH; SECTORAL SURVEY OF THE KOREAN ECONOMY; BID SUBMISSION
TAGS: BBSR, KS
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/333809e0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014